

## PATENT APPLICATION

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of: ) Attorney Docket No. 47004.000180  
ROTHMAN, et al. )  
Serial Number: 09/988,291 ) Examiner: G. Akers  
Filed: November 19, 2001 ) Group Art Unit: 3624  
Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING  
CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING ) Confirmation No. 8456

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AMENDMENT

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Sir:

In response to the Office Action mailed on May 10, 2004 in the above-referenced patent application, Applicant submits the following amendments and remarks.

**Amendments to the specification begin on page 2.**

**Amendments to the claims begin on page 3.**

**Remarks begin on page 15.**